

# 20's Plenty for Us Strengthen London Campaign

Press Release Dec 2012

Six London Boroughs have committed to "Total 20" policies for all residential streets. Due to rising demand from communities, councillors and officials, 20's Plenty for Us has appointed a London Co-ordinator. There are nearly 200 local campaigns UK-wide for 20mph limits without humps.



Many local authorities are reducing speeds on residential roads with a "Total 20" policy. The culture is changing. It is increasingly recognised that going over 20mph on back streets rarely takes more than seconds off journey times, yet it can be a real deterrent to walking, cycling or simply enjoying our public spaces.

With Islington, Camden, Hackney, Waltham Forest, Greenwich and Southwark already implementing Total 20 or committed to it and with 16 Local to London campaigns we have appointed Jeremy Leach as London's 20's Plenty for Us Co-ordinator.

Jeremy has 15 years Market Research experience. He has worked on projects on creating walking and cycling environments. As his expertise on sustainable travel has been London-based he brings an understanding of capital's issues. Jeremy's roles are to :-

- Recruit, assist and co-ordinate volunteer activists wanting lower speeds on their streets.
- Work with London Boroughs considering or implementing "Total 20" policies.
- Help them understand what's been successful elsewhere and develop implementation best practice.
- Work with Transport for London on how lower speeds have a necessarily link with other interventions to make our roads safer for all.

Rod King, Founder of 20's Plenty for Us said :-

*"We are delighted that Jeremy is working for 20's Plenty for Us. "Total 20" is being adopted in many cities. Whilst some London Boroughs have taken this step, Jeremy's appointment enables us to better reach more communities wanting liveable streets. This enhances our service to London's citizens and government bodies.*

*Councillors and officers are beginning to realise that communities themselves want to change the way roads are shared and setting an appropriate 20mph speed limit is the foundation for that.*

*Our call to anyone in London communities or boroughs wanting to make their place a better place to be is to contact us and see how a Total 20 policy can benefit everyone."*

20's Plenty For Us campaigns for a 20mph default speed limit in residential streets without physical calming.  
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